

What Is Claimed Is:

1. A integrated marketing vehicle platform system for providing one or more brand entities using said system the ability to perform a marketing related transaction, comprising:

- (i) a communications network;
- (ii) one or more nodes having associated processors, said nodes being interconnected via said communications network; and
- (iii) an integrated marketing vehicle platform device for enabling said brand entity using a first said node processor the ability to perform a marketing related transaction with a user using a second node processor, comprising:
 - (A) targeting said user using a first targeted vehicle platform; and
 - (B) targeting said user using a second targeted vehicle platform.

2. An integrated marketing vehicle platform system according to claim 1, wherein said enabled brand entities comprise any one of:

- (i) an advertiser;
- (ii) an ad agency;
- (iii) a corporate sponsor;
- (iv) a broadcaster;
- (v) a promoter; and
- (v) one or more sub-entities of said foregoing categories (i) through (iv).

3. An integrated marketing vehicle platform system according to claim 1, wherein said first targeted vehicle platform is a traditional media advertising platform, and said second targeted vehicle platform is a technology based informational content exchange platform.

4. A integrated marketing vehicle platform system according to claim 1, wherein said first targeted vehicle platform comprises informational content exchange on said first platform, and

said second targeted vehicle comprises informational content exchange on said second platform.

5. An integrated marketing vehicle platform system according to claim 4, wherein any one of said first information content and said second informational content relates to any one of:

- (i) a creative; and
- (ii) a plurality of creatives comprising a campaign.

6. A integrated marketing vehicle platform system according to claim 4, wherein

said first platform is a push platform, and
said second platform is a pull platform.

7. A integrated marketing vehicle platform system according to claim 4, wherein any one of: said first platform, and said second platform, comprises any one of:

- (i) a print formatted content platform comprising newspapers, magazines, brochures, newsletters, press releases and billboards;
- (ii) an event-related activities platform comprising sponsorships, seminars, point-of-sale programs, and promotional programs; and
- (iii) a broadcast media platform comprising radio, television, cable television, Internet, and satellite cable television.

8. An integrated marketing vehicle platform system according to claim 4, wherein any one of: said targeting using said first targeted vehicle platform, and said targeting using said second targeted vehicle platform, comprises any one of:

- (i) a short message service (SMS) message served to said user over said communications network, wherein said communications network is a wireless radio frequency network;

(ii) a multimedia message service (MMS) message served to said user over said communications network, wherein said communications network is a wireless radio frequency network; and

(iii) an e-mail

(A) received by said user on a post office protocol (POP) over said communications network, wherein said communications network is a transmission control protocol/internet protocol (TCP/IP) network; and

(B) received by said user on a simple mail transfer protocol (SMTP) over said communications network, wherein said communications network is a transmission control protocol/internet protocol (TCP/IP) network.

9. An integrated marketing vehicle platform system according to claim 4, wherein any one of: said informational content exchange on said first platform, and said informational content exchange on said second platform, comprises exchange of any one of:

(i) demographics informational content related to said user using said second node processor;

(ii) psychographics informational content related to said user using said second node processor;

(iii) informational content related to previous responses of said user using said second node processor; and

(iii) informational content specific to a brand entity related to said user using said second node processor.

10. An integrated marketing vehicle platform system according to claim 4, wherein said user is enabled to participate during said informational content exchange on said second platform because of an informational content received during said informational content exchange on said first platform.

11. An integrated marketing vehicle platform system according to claim 4, wherein said participation is based on any one of:

redemption of discount vehicles comprising online accessible coupons, point-of-sale accessible coupons and wireless device accessible coupons; and

redemption of auction vehicles comprising online accessible dollar bid based rewards, wireless device accessible dollar bid based rewards, online accessible points based bidding rewards and wireless device accessible points based bidding rewards.

12. An integrated marketing vehicle platform system according to claim 1, further comprising:

(i) receiving a responsive informational content responsive to any one of: said targeting using said first targeted vehicle platform, and said targeting using said second targeted vehicle platform, at said first node processor; and

(ii) processing said responsive informational content at said first node processor in response to one or more parameters.

13. An integrated marketing vehicle platform system according to claim 12, wherein said one or more parameters are marketing related parameters.

14. An integrated marketing vehicle platform system according to claim 12, wherein said one or more parameters are related to any one of:

(i) demographics informational content related to said user using said second node processor;

(ii) psychographics informational content related to said user using said second node processor;

(iii) informational content related to previous responses of said user using said second node processor; and

(iii) informational content specific to a brand entity related to said user using said second node processor.

15. An integrated marketing vehicle platform system according to claim 12, further comprising:

(i) receiving a result of said processing at said first node processor; and

(ii) displaying said result.

16. An integrated marketing vehicle platform system according to claim 1, permitting any party the ability to receive payments through use of the integrated marketing vehicle platform system from brand entities through any one of:

(i) a flat fee first usage payment structure based upon usage of the integrated marketing vehicle platform system;

(ii) a flat fee periodic payment fee structure based upon usage of the integrated marketing vehicle platform system;

(iii) an escalating fee structure based upon usage of the integrated marketing vehicle platform system;

(iv) a transactional fee structure based on transactions carried through the integrated marketing vehicle platform system;

(v) an advertising fee structure based upon advertisements featured on the integrated marketing vehicle platform system;

(vi) a sponsorship fee structure based upon sponsorship of the integrated marketing vehicle platform system;

(vii) a direct marketing fee structure whereupon user information is sold for payments; and

(viii) a hybrid model comprising a combination of any of (i) through (vii).

17. A method for permitting a brand entity using a first node of an integrated marketing vehicle platform system the ability to perform an advertising and marketing related transaction, said integrated marketing vehicle platform system comprising one or more nodes interconnected via a communications network, with each said node having an associated processor, the advertising and marketing related transactions, comprising:

(A) targeting a user using a first targeted vehicle platform; and

(B) targeting said user using a second targeted vehicle platform.

18. A method according to claim 17, wherein said first targeted vehicle platform is a traditional media advertising platform, and said second targeted vehicle platform is a technology based informational content exchange platform.

19. A method according to claim 17, wherein said first targeted vehicle platform comprises push informational content exchange on said first platform, and

said second targeted vehicle comprises pull informational content exchange on said second platform.

20. A method according to claim 19, wherein any one of said first information content and said second informational content relates to any one of:

(i) a creative; and

(ii) a plurality of creatives comprising a campaign.